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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

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1. ANNOUNCER This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

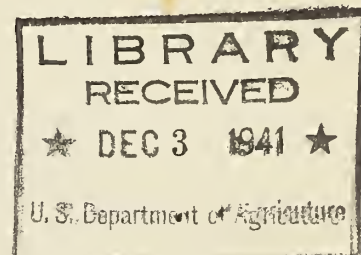
5. GUNNAR: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands
of other things you need.

8. GUNNAR: That's you . . paying for these things . . money
out of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME brings you facts that will make your pennies and dollars buy more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense Agencies of the United States Government working for consumers.
- And now we present - your Consumers' Counsel,
Donald Montgomery - -
11. MONTGOMERY: With a few facts about skim milk.
12. ANNOUNCER: And his two reporters - Nancy Ordway . . .
13. NANCY: Reporting on fish. How to buy them.
14. ANNOUNCER: And Gunnar Jagdmann . . .
15. GUNNAR: Reporting on teeth. How to keep them .
16. ANNOUNCER: And here too is your neighbor, the young inquiring consumer - Mrs. Evelyn Freyman.
17. FREYMAN: All primed to get the facts on both fish and teeth. I'd like to be able to pass a few facts on to my neighbor, Mrs. Miles. Somehow she always seems to know more about these things than I do.
18. NANCY: Well, she's been keeping house a whole lot longer. What can I tell you about fish that Mrs. Miles doesn't know?

19. FREYMAN: That's hard to say, Nancy. She's pretty smart when it comes to fish. Why, I remember one day last summer . . .
(LAUGHS) You see, our husbands had gone off fishing together, and Mrs. Miles and I were waiting for them to come home with the catch . . .

(PAUSE)

20. MOTHER: (FADING IN) Here I have all the rest of the dinner ready - and no meat! Maybe we'd better run over to the butcher shop while it's still open.

21. FREYMAN: No - Myer promised that when he came home he'd have some fish for me.

22. BARBARA: (OFF, CALLING) Mother - here comes Dad!

23. MOTHER: Well, it's about time!

24. FREYMAN: (EXCITED) And look at the fish they've got! (CALLING)
Myer . . . !

25. MYER: (FADING IN) Hello, honey. How do you like this baby?

26. FREYMAN: Oh, it's a beauty.

27. FATHER: (FADING IN) Well, Mother - I told you we'd bring home the bacon.

28. MOTHER: The bacon, huh? Seems to me I smell a rat.

29. FATHER: Why - what's the matter?

30. MOTHER: (SNIFFING) On second thought, it smells more like fish.
31. FATHER: Why, of course it smells like fish. What fish doesn't?
32. MOTHER: Fresh fish doesn't.
33. FREYMAN: Doesn't fresh fish smell at all, Mrs. Miles?
34. MOTHER: It has sort of a clean smell - like water.
35. MYER: Don't listen to her, honey.
36. FREYMAN: I will too.
37. MOTHER: If these fish are fresh, why are the eyes sunken in like that?
38. FATHER: Why - uh . . .
39. MOTHER: And why do they have that glazed look?
40. MYER: Why, it's just this kind of fish. That's all.
41. FATHER: Sure, it's just this kind of fish.
42. MOTHER: And I suppose this kind of fish has grayish gills to breathe with - instead of bright red ones.
43. FATHER: Sure . . .
44. MOTHER: And the flesh along the side here is soft - instead of firm and rigid
45. FATHER: Yeah - that's right.

46. MOTHER: And I suppose that with this kind of fish the scales scrape off easily when I run my fingernail across them - like this . . .

47. SOUND: FINGER NAIL SCRATCHING FISH SCALES.

48. FATHER: Sure. (LAUGHS) Guess these fish are sort of different.

49. MOTHER: (DRILY) I guess they are. (PAUSE) And I guess you'd better take them right back to the store where you caught them.

50. FATHER: What! What do you . . .?

51. MOTHER: Every fact I've mentioned about this kind of fish proves that they weren't caught today - or yesterday, either - or the day before that. Now you trot them right back to where you got them and get fresh ones. Understand?

52. FATHER: Yes . . .

53. MOTHER: And this time - no fish stories!

(PAUSE)

54. NANCY: (FADES IN LAUGHING) I guess Mrs. Miles won that inning.

55. FREYMAN: She usually does. You see how hard it would be for me to tell her anything about fish.

56. NANCY: Well, she does seem to know a lot about buying fish, but does she know enough to serve it through the winter?
57. FREYMAN: You mean canned fish - or dried fish?
58. NANCY: No, I mean frozen fish. Just like fresh.
59. FREYMAN: Why, I don't think Mrs. Miles has ever heard of that.
60. NANCY: Not many women have.
61. FREYMAN: And it's really just as good as fresh?
62. NANCY: Sometimes it's even better - better quality, and cheaper too. Besides, it gives people living inland a chance to taste varieties that only those near the ocean used to have - like swordfish, and sea bass.
63. FREYMAN: Well, how do these fish come, Nancy? I mean - are they scaled . . .
64. NANCY: Usually they're all cleaned and ready to cook. And you can buy fillets - the meaty sides of the fish - or steaks, cut crosswise from the larger fish. That way you save both money and temper, because there's no waste and practically no bones.
65. FREYMAN: Sounds good to me. Imagine serving my husband swordfish steak - and right in the dead of winter!
66. NANCY: I think it would sound good even to Mrs. Miles.

67. FREYMAN: And don't think I'm not going to tell her about it!
68. NANCY: Maybe she'd be interested in having our Consumer Tips card on fish. She can have it by just writing in to the Consumers' Counsel here in Washington, at the Department of Agriculture.
69. FREYMAN: Well, what does it tell on the card, Nancy . . besides about the fillets and steaks?
70. NANCY: Well, it gives tips on buying - how to tell fresh fish from not so fresh ones - which Mrs. Miles, of course, already knows. But the card tells about food values in fish, too.
71. FREYMAN: I should think all our listeners would want that card, Nancy - especially, when we can get it absolutely free.
- And where do we send for it?
72. NANCY: Our announcer will repeat the address later in the program.
73. FREYMAN: Fine, Then we'll have a chance to get a pencil and paper ready to jot it down. And now I think it's time we switched to our other subject for today - the care of teeth. Looks as if Gunnar has something important to tell us.

74. GUNNAR: (COMING ON LINE) This question of teeth is pretty important, Mrs. Freyman: According to the U. S. Public Health Service, about nineteen out of every twenty people have at least one tooth that's decayed or filled.
75. FREYMAN: Well, I'm certainly among the nineteen - and so is practically everybody I know. Why, even young Barbara Miles is having trouble with teeth - at her age!
76. GUNNAR: What kind of trouble?
77. FREYMAN: Decay, apparently. The other evening she came over to our house. . .
- (PAUSE)
78. BARBARA: (FADING IN) Evening, Mrs. Freyman - Mr. Freyman.
79. MYER: Hi, Barbara. Sit down - won't you?
80. FREYMAN: Here - have some candy.
81. BARBARA: Ooh! Thanks. And caramels! My very favorite kind.
82. FREYMAN: My husband brought them to me. Isn't he sweet?
83. BARBARA: (CHEWING) He sure is. (SIGHS) I think it's wonderful the way you two are still in love - even though you're married. Dad never brings candy to (SUDDEN SCREECH)
Owww!

84. FREYMAN: Barbara! What's the matter?
85. BARBARA: My tooth!
86. MYER?: What tooth?
87. BARBARA: (HER MOUTH WIDE) Ih Uh - eye ere.
88. MYER?: Open wider . . . Say - that's too bad.
89. BARBARA: Ohhhhhh!
90. FREYMAN: Barbara - how long has that tooth been hurting you?
91. BARBARA: 'Bout a week.
92. FREYMAN: Does your mother know?
93. BARBARA: No! Don't tell her!
94. FREYMAN: Why not?
95. BARBARA: She'd take me to the dentist!
96. FREYMAN: Well, that's just where she ought to take you. Myer--
will you call across to Mrs. Miles?
97. MYER: Sure.
98. BARBARA: (FADES, WAILING) Nooo! Please ---!
- (PAUSE)
99. FREYMAN: (ON MIKE) Poor kid. You know, Gunnar - the dentist
found cavities in four teeth - yet Barbara swears she
brushes them.

100. GUNNAR: Well, maybe Barbara's eating too much ~~candy~~.
101. FREYMAN: And not enough milk, I'll bet.
102. GUNNAR: Well, maybe not.
103. FREYMAN: There's a bottle on the Miles' porch every ~~morning~~, tho.
104. GUNNAR: Perhaps there ought to be two or three bottles. The experts say that every growing child should have about a quart of milk a day . . to help in building strong teeth and bones.
105. FREYMAN: But Barbara must have all her grown-up teeth by now, . . she's fifteen years old.
106. GUNNAR: Well, even grown-ups should have some milk every day . . at least two cups. And nursing and expectant mothers should have as much as a growing child . . four cups a day. That's so very young babies will have a good start in growing strong teeth.
107. FREYMAN: Why all the fuss about milk? I've never really understood . . .
108. GUNNAR: It's because milk has so much to do with the kind of bones and teeth you have. Vitamines A and C are needed for teeth, too, but you see, the most important tooth builders we know are calcium and phosphorus . . and milk has a lot of those teeth building minerals.

109. FREYMAN: But let's get back to Barbara and her bad tooth.
I can see why milk would be so important to growing children, while their second teeth are still coming in . . . but, after they're all in . . . does milk have anything to do with teeth getting holes in them?
110. GUNNAR: That's a good question, Mrs. Freyman. The experts in the Public Health Service say they're not sure. They do know, of course, that milk is important for bone-building . . . even for grown-ups, but they just don't know enough yet about what causes teeth to decay.
111. FREYMAN: I know people . . . children and grown-ups both . . . who drink a lot of milk and still have trouble with their teeth.
112. GUNNAR: Well, in that case, the best advice is - see your dentist. In fact - whether trouble appears or not - all of us should make our first trip to the dentist at the age of three.
113. FREYMAN: The age of three!
114. GUNNAR: For a careful examination. That ought to be done at least every six months throughout our life. It would save a lot of teeth - toothaches - and money.
115. FREYMAN: But what about brushing the teeth, Gunnar? Doesn't that do any good?

116. GUNNAR: Of course. It keeps them clean and helps to prevent decay - if it's done right.
117. FREYMAN: You mean - brush up and down, instead of crosswise?
118. GUNNAR: Yes - up and down - so you clean between the teeth. And brush away from the gums, instead of toward them. And - for best results - you should brush your teeth after eating.
119. FREYMAN: After eating . . . Any particular kind of a brush?
120. GUNNAR: A small one is best - so you reach all the surfaces of all the teeth. And the bristles should be widely spaced - to get between the teeth.
121. FREYMAN: And how about tooth pastes and powders? I know one that is supposed to make your teeth whiter.
122. GUNNAR: Once again the United States Public Health Service helps us out. They say that no safe dentifrice will change the color of your teeth. And that no dentifrice will cure bad breath . . or pyorrhea . . or prevent tooth decay.
123. FREYMAN: But . . . didn't you say . . .
124. GUNNAR: I said brushing would help. Tooth paste or powder may help, too, although it's really the action of the brush that does the most good.

125. FREYMAN: If we want to buy a powder or paste, what is the best way to be sure we get a safe kind?
126. GUNNAR: The best way is simple.
127. FREYMAN: Oh?
128. GUNNAR: Just look for the seal of approval of the Council on Dental Therapeutics of the American Dental Association. They test them.
129. FREYMAN: You'd better say that name again . .
130. GUNNAR: The Council on Dental Therapeutics of the American Dental Association. Their seal of approval will be on the paste or powder if they think it is harmless.
131. FREYMAN: Well, thanks for the information, Gunnar. I'll watch out for that seal of approval. And I hope all these points you've given us will be included on the Consumer Tips card on teeth.
132. GUNNAR: They will be, Mrs. Freyman, and every listener can get a copy just by asking for it.
133. FREYMAN: Good. And now comes the part of the program we've all been waiting for ---
134. SOUND: CHIME.
135. ANNOUNCER: Your Consumers' Counsel - Donald Montgomery!
136. MONTGOMERY:

